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ABSTRACT OF THE INVENTION

5 A multi-ply promotional label having a detachable game
piece according to the present invention includes peripheral and
perforation geometry that reduces the likelihood of intentional
or inadvertent premature viewing of game indicia on the
detachable piece. The label, moreover, may include multiple
detachable game pieces. Deleterious effects of increased tensile
stress along perforations due to the presence of multiple
detachable game pieces or other factors are overcome by applying
10 an adhesive to removably couple a preselected region of a
downwardly facing aspect of a detachable game piece to an
underlying base ply. The upward face of the same base ply may be
printed to increase the available printable area in order, for
example, to further instruct players on game procedures. Game
15 security is enhanced and other advantages are provided by
printing preselected fields containing categorical game indicia
using a repetitive printing process and printing in registry
therewith preselected fields containing conditional game indicia.
In contrast to known processes, resulting game pieces can be
20 produced having no predictability.